Figure-1: Architectural Diagram
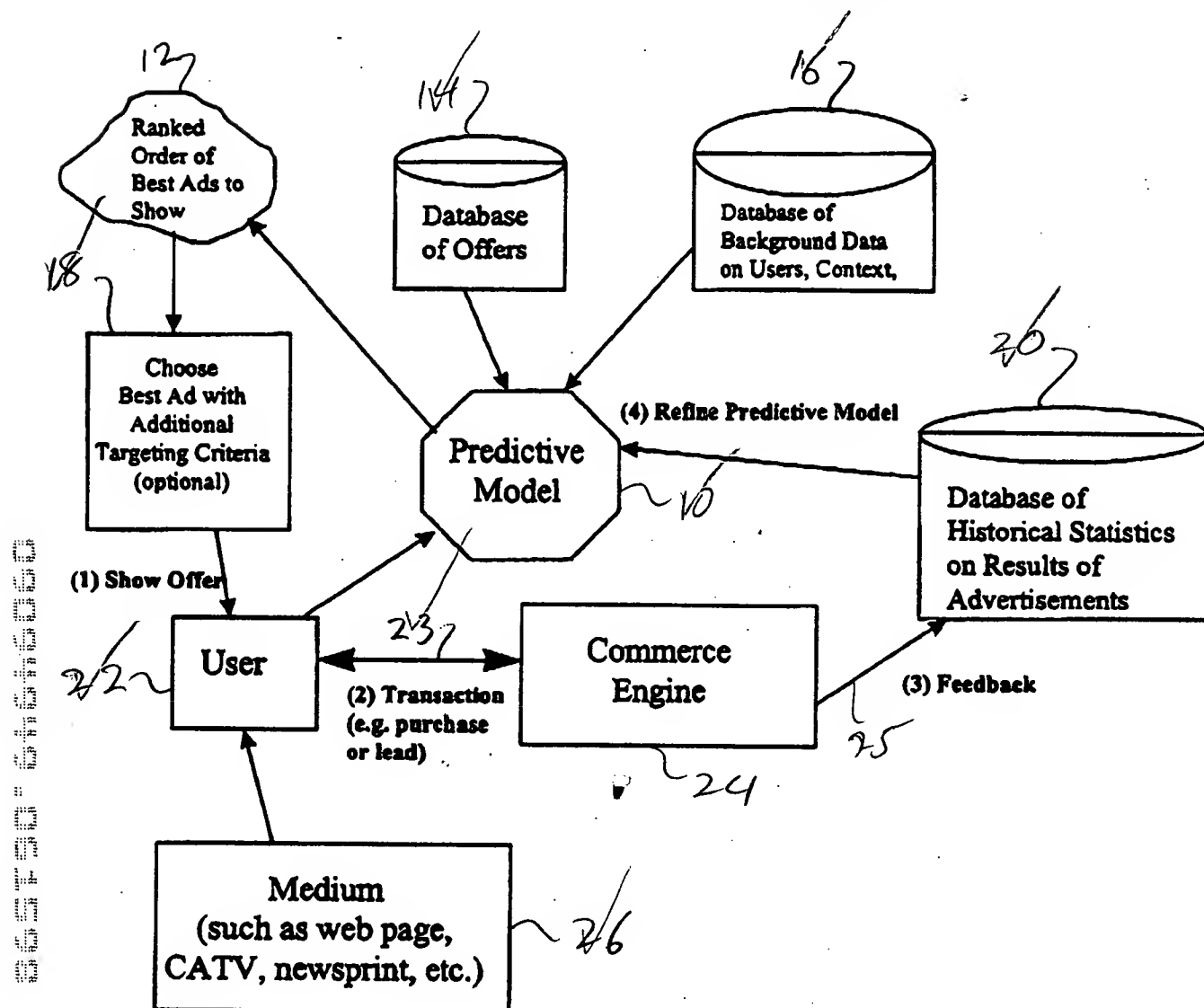
Ranked Order of Best Ads to Show

Database of Offers

Database of Background Data on Users, Context,

Choose Best Ad with Additional Targeting Criteria (optional)

Predictive Model

(4) Refine Predictive Model

Database of Historical Statistics on Results of Advertisements

(1) Show Offer

User

(2) Transaction (e.g. purchase or lead)

Commerce Engine

(3) Feedback

Medium (such as web page, CATV, newsprint, etc.)

Figure-2: Feedback Process

Start

34 → User Takes Action

36 → Record Action

38 → Calculate Payout to Advertiser

40 → Update Statistics on Conversion Rates for Given Context

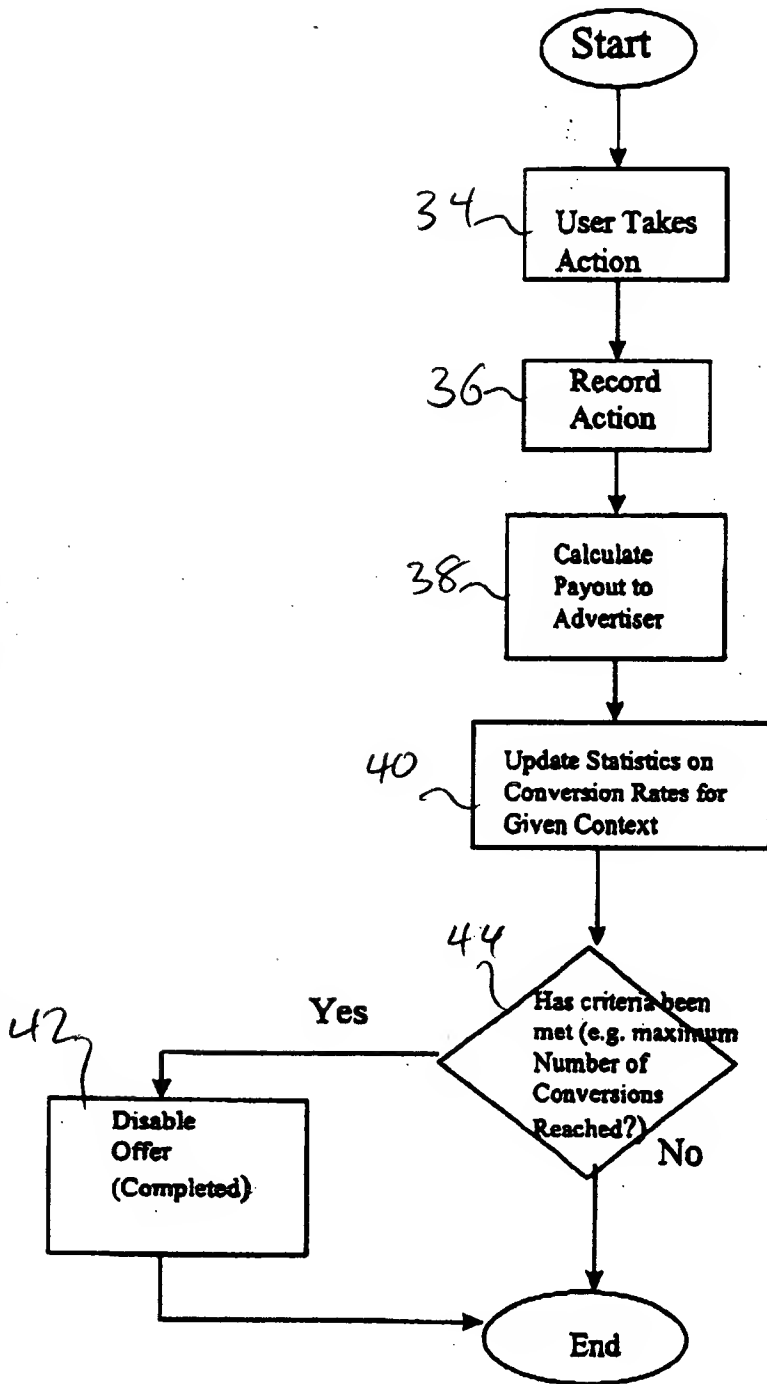44 → Has criteria been met (e.g. maximum Number of Conversions Reached?)

Yes

42 → Disable Offer (Completed)

No

End

Figure-3: Choose Offer Process

Start

54
Request for Offer
(Or Time to Push)

56
Look up user info.
(such as # of times
a user has seen
each offer)

58
set current offer equal
to current offer + 1

60
Have all
offers been
reviewed ?

Yes →

62
Send (show)
Best Offer

→ End

No ↓

66
Calculate Expected Return
Based upon any or all of following:
1) user characteristics
2) past exposure to offer
3) the offer's historical statistical
performance in the context of event
4) payment rate for the offer

68
Is expected
return higher than
best offer to date?

Yes →

70
Mark as
Best Offer

No

FIG 4

412 — AFFILIATE Web Site
420

http

440 — DIRECT PROXY

416 — ADVERTISER HTTP SERVER

410 — BROWSER

http

~422

DATABASE 424

418

http — Advertising SERVER

414

EMAIL

FIG 4

FIG 5

528 — DIRECT PROXY — 532

514

516 — Advertiser HTTP Server

512

540

510 — Browser

HTTP Request

WEB Server

ISAPI (or CGI) Interface

Cmd. Parser | HTML Processor | HTTP Engine

Transaction Monitor

HTTP Request

HTTP Reply

HTTP Reply (marked-up)

526   530

Transaction Data

Database

524

522

FIG 5